

**GOVERNMENT OF INDIA
MINISTRY OF HOUSING AND URBAN AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO. 3273
TO BE ANSWERED ON MARCH 20, 2025**

WOMEN BENEFICIARIES UNDER PM-SVANIDHI SCHEME

**NO. 3273. SHRI NAVASKANI K:
SHRI SELVAM G:**

Will the Minister of HOUSING AND URBAN AFFAIRS be pleased to state:

- (a) the total number of women street vendors availed benefits under PM-SVANidhi scheme in Tamil Nadu;**
- (b) The measures taken to encourage the participation of women and marginalized communities under the said scheme;**
- (c) whether the Government has introduced any special incentives or relaxations for SC/ST/OBC and differently-abled street vendors under the said scheme and if so, the details thereof;**
- (d) the details of the interest subsidy provided to beneficiaries under the said scheme during the last three years and the current year in Tamil Nadu;**
- (e) the number of street vendors benefitted from the cashback incentives for digital transactions;**
- (f) the steps taken/being taken by the Government to promote digital payment adoption among street vendors under the said scheme;**
- (g) the impact assessment of the said scheme on street vendors' income levels and economic stability; and**
- (h) whether the Government proposes to expand the said scheme to include higher loan amounts or additional benefits and if so, the details thereof?**

ANSWER

**THE MINISTER OF STATE IN THE
MINISTRY OF HOUSING AND URBAN AFFAIRS
(SHRI TOKHAN SAHU)**

- (a) As on 12.03.2025, a total of 2,73,576 women street vendors have availed benefits under Pradhan Mantri Street Vendors AtmaNirbhar Nidhi (PM SVANidhi) scheme in Tamil Nadu as per PMSVANidhi Portal.**

(b) & (c) PM SVANidhi was launched on June 01, 2020 with the objective to facilitate collateral free working capital loan to the street vendors across the country whose business had been adversely affected due to lockdown. The scheme has been designed to support street vendors across all backgrounds, irrespective of religion, caste, creed, gender, or social status. 45% (around 30.97 lakhs) of total beneficiaries are women street vendors and 69% (around 43.68 Lakhs) are from marginalized communities (OBC, SC and ST).

(d) The details of interest subsidy provided for beneficiaries under PM SVANidhi Scheme for Tamil Nadu State during last three years are as under:

| Financial Year | Beneficiaries | Interest subsidy (₹ in Cr) |
|-----------------------------------|----------------------|-----------------------------------|
| 2021-22 | 75,070 | 2.95 |
| 2022-23 | 17,633 | 1.85 |
| 2023-24 | 2,00,284 | 5.75 |
| 2024-25 (as on 12.03.2025) | 19,207 | 6.21 |

(e) As on January 2025, a total of 45.47 lakh Street vendors are digitally active conducted 444.55 Crore digital transactions, with a total transaction value of ₹4,90,801 Crore and amount of ₹ 164.77 crore has been paid as cashback for digital transactions.

(f) The Government has taken several measures to promote digital payment adoption among street vendors under the PM SVANidhi scheme. For digital onboarding and training of PM SVANidhi beneficiaries, a special campaign “Main Bhi Digital” was launched from January 4, to February 15, 2021. To provide renewed push to digital transactions, “Main Bhi Digital 2.0” was launched from July 1, to August 15, 2021. Furthermore, Ministry of Housing & Urban Affairs (MoHUA) has partnered with Reserve Bank of India’s Payment Infrastructure Development Fund (PIDF) Scheme & Ministry of Electronics & Information Technology (MeitY) to digitally onboard and train PM SVANidhi beneficiaries. In order to further amplify this initiative, MoHUA&MeitY have jointly launched “Main Bhi Digital 3.0” on a pilot basis from September 09 to November 30, 2021 under which 5 DPAs (Paytm, PhonePe, BharatPe, Aceware, Mswipe) were engaged to digitally onboard and train PM SVANidhi beneficiaries in 223 select ULBs. “Main Bhi Digital 4.0”- To expedite the digital on-boarding, one week long campaign, along with SVANidhi se Samridhhi -City level camps, are being organized from the first Monday of every month starting from February 06, 2023. As on January, 2025, around 67% of the beneficiaries are digitally active.

(g) Two evaluation studies have been conducted by Indian School of Business (ISB) and State Bank of India (SBI) measuring the impact achieved under the PM SVANidhi scheme and the key findings are given as below:

1. Indian Business School

- i. 95% of vendors received their first bank loan, and 72% received their first business loan**
- ii. Previously, vendors lacked credit scores and relied on informal credit sources**
- iii. Initial loans generated an average monthly return of INR 1,955 (INR 23,460 annually)**
- iv. 9% debt-to-income ratio indicates high credit worthiness**
- v. 62% experienced improved business regularity with registration cards.**

2. State Bank of India

- Financial Impact**
 - i. PM SVANidhi is one of the largest urban micro-credit programs globally.**
 - ii. Promotes societal harmony and integrates urban micro-entrepreneurs from marginalised segments.**
 - iii. Average debit card spending increased by 50% post-loan disbursement.**
 - iv. 61% probability of inactive recipients becoming active spenders.**
- Behavioural Impact**
 - i. PM SVANidhi borrowers increased spending by approximately Rs 1500 more than non-borrowers**
 - ii. Borrowers' spending shifted towards consumeristic avenues, while non-borrowers focused on basic necessities.**

(h) The proposal of expansion/restructuring of PMSVANidhi scheme, which includes enhanced loans, credit cards with ₹30,000 limit and capacity building of street vendors, is under consideration of the Government.
